receive a request comprising a product identifier from a first one of the plurality of client computers,

query the database in response to the received request to retrieve chemical product data comprising a starting point formulation and chemical characteristics inherent to the starting point formulation,

send the chemical product data to the first client computer,

receive a purchase order comprising a request to purchase a product identified by the product identifier and target characteristics input by a user,

modify the starting point formulation based on the target characteristics input by the user, and

process the purchase order, wherein the purchase order comprises an order for purchase of a chemical product formulated in accordance with said modified starting point formulation.

20. A method for processing a chemical product transaction, the method comprising:

receiving at a server computer from a first one of a plurality of client computers a request identifying a chemical product;

querying a database in response to the received request to retrieve chemical product data comprising a starting point formulation and chemical characteristics inherent to the starting point formulation;

sending the chemical product data to the first client computer;

modifying the starting point formulation based on target characteristics input by a user

receiving a purchase order comprising a request to purchase the chemical product; and

2

processing the purchase order, said purchase order comprising an order for

purchase by the user of a chemical product formulated in accordance with

said modified starting point formulation.

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6.   A networked computer system <u>configured for commerce in chemical products, the
system</u> comprising:

a server configured to exchange data with a plurality of client computers;

a database operatively coupled to the server and storing chemical product data for

a plurality of chemical products,

a memory operatively coupled to the server and comprising instructions to

configure the server to:

receive a request comprising a product identifier from a first one of the

plurality of client computers,

query the database in response to the received request to retrieve chemical

product data comprising <u>a starting point formulation and</u> chemical

characteristics inherent to ~~a formulation of the chemical product~~<u>the</u>

<u>starting point formulation,</u>

send the chemical product data to the first client computer,

receive a purchase order comprising a request to purchase a product

identified by the product identifier<u> and target characteristics input</u>

<u>by a user,</u>

<u>modify the starting point formulation based on the target characteristics</u>

<u>input by the user,</u> and